



FOR IMMEDIATE RELEASE

**NEW STREET REALTY ADVISORS SECURES NEW SPACE FOR
HALE & HEARTY SOUPS ON EAST 23RD STREET IN MANHATTAN**

New York, NY - July 2, 2007 - New Street Realty Advisors, LLC is pleased to announce the successful lease transaction between Cee Cee Associates, LLC, the owners of 40 East 23rd Street, New York, NY and Hale & Hearty Soups in a long term lease transaction. The space, situated on the south side of East 23rd Street between Park Avenue and Madison Avenue, is comprised of a 1,750 square foot ground floor space with a 1,500 square foot lower level. Hale & Hearty will take occupancy of the space this summer and anticipates opening in the fall of 2007.

Matthew J. Gorman and Joshua W. Gettler, Managing Partners of New Street Realty Advisors, acted on behalf of ownership in securing a long-term lease with Hale & Hearty Soups.

Hale & Hearty Soups, with 18 locations in the New York area, was eager to enter into the heavily trafficked Madison Square Park neighborhood. The chain will continue to service its clientele with a wide range of homemade soups, salads and sandwiches.

New Street Realty Advisors, LLC is a New York City based real estate brokerage firm with niche focuses on retail leasing and investment sales.

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